

## Message Text

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53

ACTION EUR-06

INFO OCT-01 ISO-00 EB-11 USIA-15 AGR-20 DRC-01 RSC-01 /055 W  
----- 018311

R 091025Z AUG 74

FM AMEMBASSY BUDAPEST

TO SECSTATE WASHDC 1774

USDOC WASHDC

INFO AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS BUDAPEST 2175

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: AGRICULTURAL CHEMICAL TECHNICAL SALES SEMINAR

REF: A. STATE 161638

B. STATE 171120

VIENNA FOR EWTC

1. EMBASSY HAS SPOKEN WITH INDUSTRY SPECIALISTS AT CHEMOLIMPEX AND ODOM GAL, CENTRAL SECRETARY, FEDERATION OF TECHNICAL AND SCIENTIFIC SOCIETIES (MTESZ) CONCERNING SUBJECT SEMINAR. CHEMOLIMPEX, WHICH IS THE SOLE HUNGARIAN IMPORTER OF AGRICULTURAL CHEMICALS, OF OPINION THAT EXCELLENT POSSIBILITIES EXIST FOR EXPANSION OF AMERICAN SHARE OF HUNGARIAN AGRICULTURAL CHEMICAL MARKET. PARTICULARLY PROMISING ARE POSSIBILITIES FOR INCREASED SALES OF PESTICIDES IN HUNGARY. HUNGARY PLANS TO USE \$100 MILLION WORTH OF PESTICIDES IN 1975, APPROXIMATELY HALF OF WHICH WILL BE IMPORTED FROM WESTERN COUNTRIES. OF THESE IMPORTS, 40 PERCENT WILL BE HERBICIDES, 30 PERCENT FUNGICIDES, AND 30 PERCENT INSECTICIDES.

2. ALTHOUGH DIRECT PURCHASES FROM U.S. HAVE BEEN RATHER SMALL DUE TO HIGH HUNGARIAN RECIPROCAL TARIFF AGAINST U.S. ORIGIN PRODUCTS, CHEMOLIMPEX IMPORTED IN 1973 BETWEEN \$7 AND \$8 MILLION OF PESTICIDES FROM EUROPEAN SUBSIDIARIES OF AMERICAN CARBIDE, AMERICAN CYANAMID,  
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DOW, ESSO, AND STOUFFER CHEMICAL IN 1973 AND ANTICIPATES

THAT THIS FIGURE WILL RISE TO BETWEEN \$10 AND \$12 MISSION  
IN 1975. NEVERTHELESS, GREAT MAJORITY OF AGRICULTURAL CHEMICALS  
IMPORTED FOR HARD CURRENCY PROCURED FROM WEST GERMAN  
AND OTHER EUROPEAN FIRMS.

3. GAL INDICATED THAT MTESZ WILL BE VERY MUCH INTERESTED  
IN SPONSORING SUBJECT SEMINAR. SUGGEST PLANS BE MADE TO  
STAGE TWO DAYS OF SEMINAR AND AT LEAST ONE DAY OF SALES  
MEETINGS IN BUDAPEST DURING EITHER FIRST OR SECOND WEEKS  
OF MARCH. EMBASSY PLANS TO HOLD FURTHER MEETINGS WITH  
TECHNICAL EXPERTS TO OBTAIN MORE PRECISE INFORMATION AS  
TO WHICH AREAS WOULD BE OF GREATEST INTEREST LOCALLY.  
HOWEVER, IT IS UNLIKELY THAT WE WILL BE ABLE TO SUPPLY  
SUCH DETAILED DATA PRIOR TO END OF CURRENT VACATION  
SEASON, SINCE COMPETENT OFFICIALS ARE CURRENTLY  
UNAVAILABLE.  
PEDERSEN

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## Message Attributes

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